

ODNOO Post-Event Summary

Evening Connect — What you sell and how you sell it: Taking it to the next level

Facilitated by [Jim Muckle](#) - Thursday September 24, 2009

By [Katheen Nash](#), MA

Unless you are a born sales person, marketing is something you hope happens on its own. Well Jim has changed his perspective on Marketing and wants to change ours.

Every business person is in the business of Marketing! Although people are selling different services or products, there must be a way to get your services and products in the hands of the purchaser. The question is: What do you do between having a product/service to sell and the customer having your product/service in hand?

Jim took us through a series of questions to think about our own business. An important observation was made that it takes more money and energy to sell to a 'new' customer than to a 'current' customer; meaning that people who have had a successful experience with us are our greatest asset in any future business.

The framework to include all our approaches to marketing is called the Sales Funnel. How you define the elements that are included in this tool depends on you and your business. Jim's Sales Funnel includes categories such as

- 1) Visibility;
- 2) Give Aways;
- 3) Sign-ups;
- 4) Products;
- 5) Services;
- 6) workshops.

The assignment was to brainstorm all the things you do to get business then organize it in a flow that will optimize your time and money. This included:

- 1) what strategies could be used to reach more people in one event,
- 2) what strategies to get people to get to your website,
- 3) what potential partnerships can you create that will be win-win for both you and the partner

Along with this framework, key pieces of information you need are your business goals. What do you want to create? And how are you going to get there.

Jim is interested in creating an ODNOO Community of Practice around marketing. My impression was that it is a lot more fun to do marketing when you have people around who are doing the same thing as you are and supporting each other to do it. Take a look at Jim's [slides](#) and get excited about Marketing!

The ODNOO will be working on its Sales Funnel soon.